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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91155163
Party	Defendant Jean M. Romeo
Correspondence Address	Mark R. Leonard Davis & Leonard LLP 8880 Cal Center Drive, Suite 180 Sacramento, CA 95826 UNITED STATES alaniz@blacklaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Richard R. Alaniz
Filer's e-mail	alaniz@blacklaw.com, sgist@blacklaw.com, litdocketing@blacklaw.com
Signature	/Richard R. Alaniz/
Date	03/05/2010
Attachments	ROME-6-1002P01SUBSTCONX.pdf ( 5 pages )(235103 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE  
TRADEMARK TRIAL AND APPEAL BOARD

BEAR U.S.A.,

Opposer,

v.

ROMEO & JULIETTE,

Applicant.

Opposition No. 91155163

REVOCATION AND SUBSTITUTION  
OF COUNSEL, AND NOTICE OF  
APPEARANCE

REVOCATION AND SUBSTITUTION OF COUNSEL

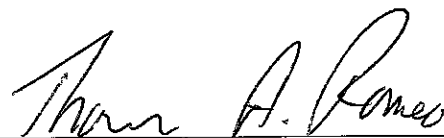
In the above-captioned proceeding, the undersigned Applicant hereby revokes all powers of attorney heretofore given to Mark R. Leonard and the attorneys of the law firm of Davis & Leonard, LLP, and further hereby appoints as my attorneys with respect to this proceeding Richard R. Alaniz, Esq. and the attorneys of the law firm Black Lowe & Graham, PLLC, as principal attorneys with full power of substitution, association and revocation, and to transact all business in the Patent and Trademark Office connected therewith and to receive all relating thereto.

For the board's convenience please see Exhibit 1, the Short Form Trademark Assignment dated March 4, 2009.

Please direct all future correspondence and inquiries to:

Richard R. Alaniz, Esq.  
BLACK LOWE & GRAHAM<sup>PLLC</sup>  
701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104-7092  
Phone: (206) 381-3300  
Fax: (206) 381-3301

Dated this 5<sup>th</sup> day of March, 2010



Tom Romeo, Applicant

REVOCATION AND SUBSTITUTION OF COUNSEL,  
AND NOTICE OF APPEARANCE

- 1

## NOTICE OF APPEARANCE

Please be advised that the undersigned attorney, Richard R. Alaniz, of the law firm of Black Lowe & Graham<sup>PLLC</sup>, hereby enters this Notice of Appearance on behalf of Applicant in the above-captioned matter, and requests that all future correspondence and inquiries be directed to the address shown above.

Dated this 5<sup>th</sup> day of March, 2010

BLACK LOWE & GRAHAM<sup>PLLC</sup>



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Richard R. Alaniz, WSBA No. 26,194  
Attorneys for Applicant, Romeo & Juliette

REVOCATION AND SUBSTITUTION OF COUNSEL,  
AND NOTICE OF APPEARANCE

- 2

Opposition No. 91155163

ROME-6-1002P01SUBSTCONROME-6-  
1002P01SUBSTCON

## DECLARATION OF SERVICE

I hereby declare under penalty of perjury under the laws of the State of Washington that on the date listed below, I caused a true and exact copy of the foregoing document entitled REVOCATION AND SUBSTITUTION OF COUNSEL, AND NOTICE OF APPEARANCE to be delivered to the following person(s):

Mark Leonard  
DAVIS & LEONARD, LLP  
8880 Cal Center Drive, Suite 180  
Sacramento, CA 98526

Timothy J. Kelly  
FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, NY 10112

EXECUTED this 5<sup>th</sup> day of March, 2010.



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REVOCATION AND SUBSTITUTION OF COUNSEL,  
AND NOTICE OF APPEARANCE

- 3

Opposition No. 91155163

ROME-6-1002P01SUBSTCONROME-6-  
1002P01SUBSTCON

# EXHIBIT 1

## SHORT FORM TRADEMARK ASSIGNMENT AGREEMENT


This Short Form Trademark Assignment Agreement ("Agreement") is entered into by and between Jean M. Romeo ("Romeo") and Romeo & Juliette, Inc. ("Company"). The parties agree as follows, effective March 4, 2009 ("Effective Date"):

1. Assignment. For valuable consideration, Romeo hereby grants, transfers, and assigns to Company all of Romeo's right, title, and interest, including goodwill, in and to the mark BEARPAW, including United States Trademark Application Serial No. 78092269, International Trademark Registration No. 0842933, and specific trademark registrations that issue therefrom (the "Trademark").

2. Miscellaneous. This Agreement shall (i) be binding on the successors and assigns of Romeo and Company, (ii) inure to the benefit of the successors and assigns of the parties, and (iii) be governed by and construed in accordance with the laws of the State of California.

IN WITNESS WHEREOF, the parties have executed and delivered this Short Form Trademark Assignment Agreement as of the date first written above.

ROMEO & JULIETTE, INC.

By:   
Thomas Romeo  
Its: President

  
Jean Romeo